



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 336877

Schedule Dates	10/16/12-10/22/12	Date Entered	10/15/12
Advertiser	Pol/R Casey/D/US Senate (16759)	Last Modified	10/15/12
Agency	Shorr & Associates (2609)	Entered By	Jennifer Stewart
Product	Political - Federal Candidate (1067)	CO-OP	Yes
Brand	POL/R CASEY/D/SEN/PA (134170)	Headline #	06374921
Salesperson	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal
Sales Office	Telerep/Washington DC	Package Deal	
Buyer Name	DETTORRE,MICHAEL	Commission %	15.00
Phone/Fax	/	Commission	\$4,522.50
CPE	N/A	Net Total	\$25,627.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	808 CASEY -60 10/16		

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

(R)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
1.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	7A- 8A (EST)		1	1	1	1				4	\$1,700.00	\$6,800.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/15/12	
2.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	7A- 8A (EST)		1							1	\$1,700.00	\$1,700.00	Pittsburgh (WPXI)	TODAY 7-8A/2	10/15/12	
3.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	10A- Ellen			1	1	1	1			4	\$900.00	\$3,600.00	Pittsburgh (WPXI)	ELLEN/3	10/15/12	
4.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	10A- Ellen				1					1	\$900.00	\$900.00	Pittsburgh (WPXI)	ELLEN/4	10/15/12	
5.0	Normal Line / Spot	10/16/12-10/19/12	3	1:00	4-29P- Judge Judy 430p			1	1	1	1			4	\$1,450.00	\$5,800.00	Pittsburgh (WPXI)	JUDY 430-5P/5	10/15/12	
6.0	Normal Line / Spot	10/22/12-10/22/12	3	1:00	4-29P- Judge Judy 430p				1					1	\$1,450.00	\$1,450.00	Pittsburgh (WPXI)	JUDY 430-5P/6	10/15/12	
7.0	Normal Line / Spot	10/16/12-10/19/12	4	1:00	6-59P- Jeopardy				2	X	X	X	X		2	\$3,300.00	\$6,600.00	Pittsburgh (WPXI)	JEOP 7-730P/7	10/15/12
8.0	Normal Line / Spot	10/22/12-10/22/12	4	1:00	6-59P- Jeopardy				1					1	\$3,300.00	\$3,300.00	Pittsburgh (WPXI)	JEOP 7-730P/8	10/15/12	
9.0	Normal Line / Spot	10/16/12-10/19/12	4	1:00	7-30P- WHEEL OF FORTUNE		2	X	X	X	X				\$3,300.00	\$3,300.00	Pittsburgh (WPXI)	WHEEL 7-730P/9	10/15/12	
9.0.1	Closed Preempt	10/17/12															Pittsburgh (WPXI)	Pre-empt/Spot -		
9.0.2	Closed Preempt	10/19/12															Pittsburgh (WPXI)	Pre-empt/Spot -		

## CONFIRMATION CONTRACT

Accepted-Agency//Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Pittsburgh (WPXI)	By Broadcast Month	Spots	Rate
Oct. 2012		18	\$30,150.00

Grand Total:  
18  
\$30,150.00